

Four factors for success

Want to help your Hispanic employees assimilate quickly? These four factors will get you started

BY GEORGE WITTERSCHEIN

Assimilating Hispanics into an organization won't happen overnight, but it can happen with less hassle, better communication and good feelings.

Angelo Miño is human resources and safety director at Signature Landscape in Olathe, KS, and also a consultant in the field of Hispanic labor forces in the industry. A well-known Hispanic speaker at industry meetings, he stresses four factors to keep in mind when dealing with a Hispanic labor force: family, country, god, support.

"These four factors apply generally across Hispanic peoples," Miño says.



Angelo Miño

"Build them into your training and safety courses as a way of creating loyalty and ties between the employer and the workforce. They are so important for us Hispanics — recognition of them will tell me

that you want to work with me. In turn, I'll know that I have to do something extra for you. That's what loyalty does."

Miño listed the four factors for assimilating



Humberto Moran's skills in small engine repair landed him a job in a mower maintenance shop.

ing Hispanics, and how you can apply them:

1. Family is important to us

"The extended family is what moves the Hispanic people. Make use of this concept by inviting members of the employee's family to become a little bit more active in company life," Miño says. "For example, when I start a new safety program, I will request my employees to bring me pictures of their wives and their kids, and I will put up a sign saying 'Please work safely — you are important to these people!' Sometimes I ask the wives and the kids to write letters to their husbands or fathers asking them to please work safely. And let me tell you it works — with both Anglo and Hispanic people.

"To increase work quality and produc-

tivity, I give out calling cards so that people can call their families without any extra expense," he adds. "Or I allow one of my employees to call from the phone in my office. That might give me an opportunity to speak with an employee's mother briefly and say, 'Thanks for having such a great boy — he's one of the best people here. But you don't want to speak with me — you want to speak with him!'"

Miño's firm also holds open houses and field days open to the families. "Since in the Hispanic employee's mind, 'It's not just me, it's my family,' make his family part of the company celebrations," he suggests.

"Take one second to ask, 'How are your kids doing in school?' When a child is

continued on page 34

Plant Survival Essentials

(1)

Bio-Plex Liquid Transplant Concentrate

(2)

5 – Mycorrhizae Soil & Root Inoculants

(3)

Natural-based Fertilizer Planting Tablets

(4)

Liquid Natural Based Fertilizers

(5)

Advanced Polymer Planting Gel

Portable, Slow-Drip, Irrigation Devices

(1)

Tree Rings

(2)

Tregators

Systemic & Contact Animal Repellents

(1)

Deer, Rabbit & Mice Controls

(2)

Mole, Vole, Squirrel & Gopher Control

(3)

Bulb Saver System

**Order & Information
1-800-441-3573**

THE HISPANIC PARTNERSHIP



Miguel Angel Arredondo, 23, is from Irapauto, Mexico, and is familiar with irrigation.

continued from page 32

born, put up pictures of the baby and mother on the safety bulletin board," he notes. "Let brothers, sisters and others come and apply for jobs in your company. As a family unit, they will take care of your business like it was their own."

2. We are very patriotic people

"I always advise my clients to create 'international corners' with flags, caps or mementos from a given country and display them on the wall. It's a kind of small museum with a sign that says, 'This company celebrates our multicultural heritage,'" Miño says. "Buy the flags of each of the countries that your people come from, and display them in the break room. When they see their flag every morning, it will motivate them. The message is: 'My boss cares about me. He took the time to go and find my country's flag and put it on the wall.'"

Miño notes the displays are also good tools for marketing. "They tell your clients that you respect your employees and your clients as well, because our United States customer base is increasingly multiracial and multicultural. Plus, if clients and prospective clients see that you take good care of your employees, they may get the

impression that you will take good care of their properties also," he says.

3. We like people to respect our beliefs

Approximately 87% of the United States Hispanic population is Catholic – usually, deeply so. How do you celebrate this factor?

"Change your holiday structure for Hispanic employees," Miño recommends. "If your company offers seven holidays a year for the Hispanics, keep five of the American holidays and switch two. (Memorial Day and Labor Day really don't mean anything to us.) Let the Hispanic people take two days to celebrate really important religious feasts. For example, Mexicans are big on December 12, the Feast of Our Lady of Guadalupe. And June 24th, the feast of San Juan, is very important for Puerto Ricans.

"That policy will help your safety rates!" he adds. "Some of my client companies have told me that on the 13th and 14th of December, there are some accidents in the workplace and they want to know why. You're asking them to come to work the day after! The night before, there has been a big celebration – they wait until midnight to go to church and sing the birthday hymn to La Virgen de Guadalupe, and

GOLF COURSE BEAUTY for lawns

then they go and drink and dance! If they show up for work the next day, they'll certainly be tired. They won't produce, and they will expose you and others to the risk of accidents."

His own firm has its own schedule. "Our company is closed on Good Friday. That is a day we celebrate, spending maybe all day in church," he says. "If I'm working that day, and I know my family is in church doing the right thing while I'm not, I won't concentrate on my job anyway. And, of course, that's when accidents happen."

4. From my amigo, I expect support

"Help them with their legal issues, to get drivers' licenses, to build credit," Miño recommends. "Support is important. I like to bring in local financial companies to teach the employees how to develop and use credit. That will build loyalty to your company. With a credit rating, I can buy a house, and I'll be a more responsible worker. I need to pay off that mortgage! So I'll work harder and learn the language."

He also recommends owners pay for someone in the company to become a notary. The employees won't have to take time off and spend money to get documents notarized. "I teach managers how to deal with paperwork to help their employees, like how to get translations done for them," he notes.

This year, Signature Landscape brought in a company to do tax returns. He explains: "This was a big hit – the Hispanic employees, who are even more nervous than you are about their taxes, felt secure. Their company was there with them. That's support!"

— The author is a contributing editor based in Mendham, NJ. For more information about Miño's consulting firm, call 913/438-3364 or contact www.hispsummit.com.

roots

TURF FOOD

15-3-8 FINE GRADE

ROOTS turf food is a natural, organic based specialty fertilizer derived from plant and animal meals, and fortified with both slow release and quick release soluble nitrogen. It provides complete nutrition for turfgrass plus organic material to increase microbial activity in soil or sand.

Guaranteed Analysis

Total Nitrogen (N)	15.0%
0.75% Ammoniacal N	
1.75% Urea N	
3.00% Water Soluble Organic N	
3.50% Slowly Available Water Soluble N*	
7.00% Water Insoluble N*	
Available Phosphate (P ₂ O ₅)	3.0%
Soluble Potash (K ₂ O)	8.0%
Calcium (Ca)	1.0%
Total Magnesium (Mg)	0.5%
0.25% Water Soluble Magnesium (Mg)	
Total Sulfur (S)	1.0%
1.0% Combined Sulfur (S)	
Copper (Cu)	0.1%
Zinc (Zn)	0.1%
Total Manganese (Mn)	0.1%
0.05% Water Soluble Manganese (Mn)	
Zinc (Zn)	0.1%

*Derived from Feather meal, animal bones meal, urea, urea/hydrolyzed urea, potassium sulfate, potassium phosphate (bone meal), ammonium phosphate, help meal, iron sulfate, iron sulfate, magnesium sulfate, magnesium sulfate, magnesium sulfate, zinc sulfate, copper sulfate.

*NOR: This is a controlled release Nitrogen derived from feather meal & urea/hydrolyzed urea.

Net 50 lbs (22.67 kg)

AMDF - 1110 Weatherford Road - Independence, MO 64055 - tel: 800-342-6173 www.rootsinc.com

Application Rates

Grass & Soak
3.3 lbs product (0.75 lb N) per 1000 sq ft every 4 weeks.

Fairways, Athletic Fields, Lawns
2 lbs product (0.5 lb N) per 1000 sq ft.
4.7 lbs per acre.

Ornamentals & Flower Beds
2 lbs product (0.5 lb N) per 100 sq ft.
Plus one soil when preparing bed or topsoil after planting.

Typical Spreader Settings

lbs N/1000 sq ft	375	348	18
lbs N/1000 sq ft	10000	10000	7000
lb/1000 sq ft	1.384	4.29	887
Carbon	4	4	4
lb/1000 sq ft	9	9	9
lb/1000 sq ft	1	1	1
lb/1000 sq ft	1	1	1
lb/1000 sq ft	1	1	1
lb/1000 sq ft	1	1	1
lb/1000 sq ft	1	1	1
lb/1000 sq ft	1	1	1
lb/1000 sq ft	1	1	1

WARNINGS
KEEP OUT OF REACH OF CHILDREN. EYE PROTECTIVE GOGGLES OR Goggles.
PRODUCT MAY CAUSE IRRITATION TO EYES OR SENSITIVE SKIN.
POTENTIAL SAFETY DATA SHEET IS AVAILABLE UPON REQUEST.
FOR LONGER STORAGE (UP TO 60 DAYS) STORE IN A DRY PLACE.
CONTAINS ANTI-CORROSION PACKETS.

Warranty Limitations
There are no warranties that extend beyond the guaranteed analysis on the face hereof. All claims against guarantee are limited to replacement of product or refund of purchase price, or by law.

You can give your customers Golf Course Beauty with an environmental, organic-based turf fertilizer, ROOTS® Turf Food 15-3-8. The first choice among golf superintendents who desire strong, green, healthy turf, ROOTS® Turf Food 15-3-8 works better with longer lasting results than other leading brands. Ask your ROOTS® distributor, contact us at 800-342-6173 or visit our website, www.rootsinc.com for product particulars.

roots inc. tel: 800-342-6173 • www.rootsinc.com

Circle 117